AMENDMENTS TO THE CLAIMS

1. **(Currently Amended)** A content reproduction terminal for reproducing content, the

content reproduction terminal comprising:

a terminal body; and

a secure device to be placed in said terminal body,

wherein said secure device includes

a membership information hold unit operable to hold membership information which is

distributed to a membership user and indicates a group to which the user belongs, and

said terminal body includes:

an operation mode setting unit operable to set an operation mode on the basis of the

membership information held by said membership information hold unit; and

a reproduction unit operable to reproduce the content differently depending on a setting

result given by said operation mode setting unit,

wherein said reproduction unit includes:

a first storage unit operable to previously store a first application program for reproducing

the content in a members-only operation mode;

a second storage unit operable to previously store a second application program for

reproducing the content in a non-member operation mode, the second application program being

different from the first application program;

a selection unit operable to select one of the first application program and the second

application program which are stored in said first storage unit and said second storage unit,

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respectively, in accordance with the setting result; and

an execution unit operable to execute the application program selected by the selection

unit to reproduce the content,

wherein the first application program is operable to cause said execution unit to execute a

members-only decorative display.

2. **(Canceled)**

3. **(Previously Presented)**   The content reproduction terminal according to Claim 1,

wherein the first application program is further operable to cause said execution unit to

execute a members-only graphical user interface display.

4-5. **(Canceled)**

6. **(Currently Amended)** A content reproduction terminal for reproducing content, the

content reproduction terminal comprising:

a terminal body; and

a secure device to be placed in said terminal body,

wherein said secure device includes:

a membership information hold unit operable to hold membership information which is

distributed to a membership user and indicates a group to which the user belongs; and

a first storage unit operable to previously store a first application program for reproducing the content in a members-only operation mode, and

said terminal body includes:

an operation mode setting unit operable to set an operation mode on the basis of the membership information held by said membership information hold unit; and

a reproduction unit operable to reproduce the content differently depending on a setting result given by said operation mode setting unit,

wherein said reproduction unit includes:

a second storage unit operable to previously store a second application program for reproducing the content in a non-member operation mode, the second application program being different from the first application program;

a selection unit operable to select one of the first application program and the second application program which are stored in said first storage unit and said second storage unit, respectively, in accordance with the setting result; and

an execution unit operable to execute the application program selected by the selection unit to reproduce the content,

wherein the first application program is operable to cause said execution unit to execute a members-only decorative display.

7. **(Previously Presented)** The content reproduction terminal according to Claim 1, wherein said terminal body further includes

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an operation mode inquiry unit operable to inquire of said secure device about which operation mode is to be selected, and

said secure device further includes

an operation mode instruction unit operable to, when the inquiry is received, decide the operation mode on the basis of the membership information and to instruct said terminal body to operate in the decided operation mode,

wherein said operation mode setting unit is operable to set the operation mode on the basis of the instruction as to the operation mode decided by the operation mode instruction unit.

8. **(Previously Presented)** The content reproduction terminal according to Claim 7,

wherein said membership information hold unit is operable to hold a plurality of sets of membership information, and

said operation mode instruction unit is operable to, when the inquiry is received, decide the operation mode including a set of membership information that is to be prioritized out of the plurality of sets of membership information.

9. **(Previously Presented)** The content reproduction terminal according to Claim 8,

wherein the inquiry includes content information regarding the content to be reproduced, and

said operation mode instruction unit is operable to, when the inquiry is received, decide the operation mode including the set of membership information to be prioritized out of the

plurality of sets of membership information, on the basis of the content information included in the inquiry.

10. **(Previously Presented)** The content reproduction terminal according to Claim 1, wherein said terminal body further includes

an operation mode inquiry unit operable to inquire of said secure device about which operation mode is to be selected, and

said secure device includes:

a membership point storage unit operable to store a membership point value given to the user;

a rule storage unit operable to store a rule as to a membership status granted to the user according to the membership point value; and

an operation mode instruction unit operable to, when the inquiry is received, decide the operation mode and the membership status on the basis of the membership information, the membership point value, and the rule, and to instruct said terminal body as to the decided operation mode and the decided membership status,

wherein said operation mode setting unit is operable to set the operation mode on the basis of the instruction as to the operation mode and the membership status decided by the operation mode instruction unit.

11. **(Previously Presented)** The content reproduction terminal according to Claim 1,

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wherein said secure device is an IC card,

said terminal body further includes an IC card slot into which said IC card is to be

inserted, and

said operation mode setting unit is operable to set the operation mode on the basis of an

insertion state of said IC card with respect to said IC card slot.

12. **(Currently Amended)** A content reproduction method used by a content

reproduction terminal comprising a terminal body having a first storage unit that previously

stores a first application program for reproducing content in a members-only operation mode and

a second storage unit that previously stores a second application program for reproducing the

content in a non-member operation mode, the second application program being different from

the first application program, and a secure device to be placed in the terminal body, said method

comprising:

a membership information hold step of holding, in the secure device, membership

information which is distributed to a membership user and indicates a group to which the user

belongs;

an operation mode setting step of setting, in the terminal body, an operation mode on the

basis of the membership information held in said membership information hold step; and

a reproduction step of reproducing, in the terminal body, the content differently depending

on a setting result of said operation mode setting step,

wherein said reproduction step includes:

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a selection step of selecting one of the first application program and the second

application program <u>which are stored in the first storage unit and the second storage unit,</u>

<u>respectively,</u> in accordance with the setting result; and

an execution step of executing the application program selected in said selection step to

reproduce the content, and

wherein the first application program causes said execution step to execute a members-

only decorative display.

13. **(Previously Presented)** A program embodied on a computer-readable recording

medium for causing a computer to execute said steps included in the content reproduction

method described in Claim 12.